



# California Strategic Highway Safety Plan Update



**Vulnerable Road Users**  
**October 30, 2014**



*Creating a*  
**California Culture**  
*of Safety*

# Agenda

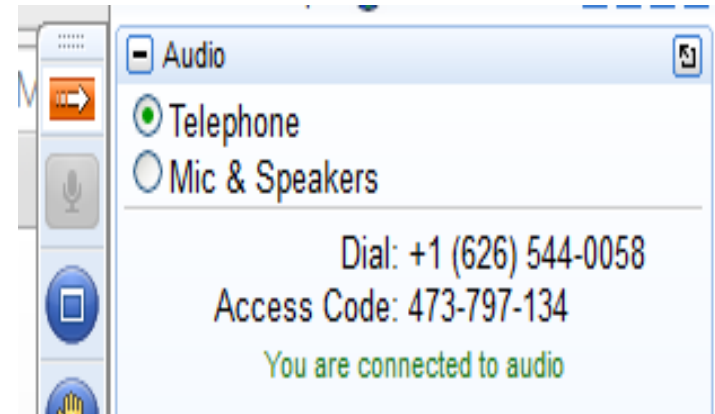
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- » Introductions
- » Webinar logistics
- » SHSP update overview
- » Goals for the webinar
- » Data presentation
- » Input on SHSP strategies

# Webinar Logistics

## » Calling In

- Webinar dialogue box
- Telephone
- Mic & Speakers
  - *Click on Telephone*
- Call in number, access code, audio pin#
  - Once dialed in, dial #, audio pin and # again

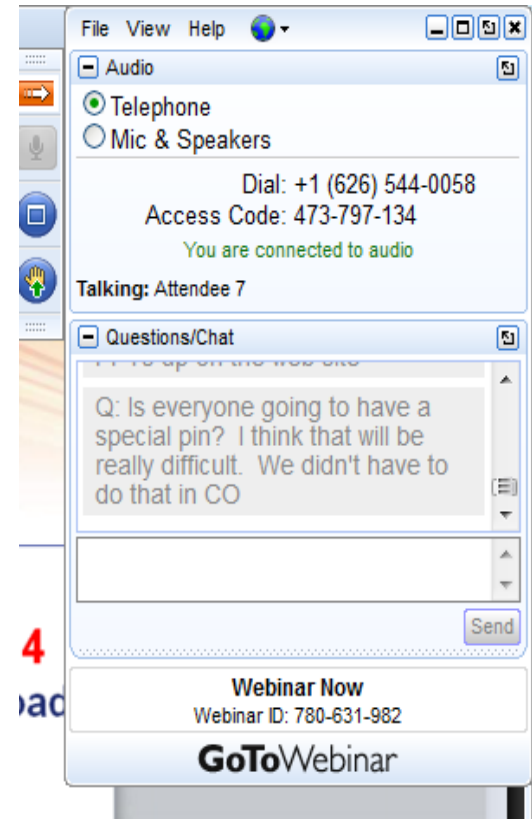




# Webinar Logistics

## » Offering comments

- Initially will be listen only mode
- Type questions in the chat window
  - We will answer chat questions first
- Raise your hand to ask a question



# Polling Question #1

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- » What type of organization do you represent? (select one)
- Municipal/County Government
  - Regional Transportation Planning Agency (MPO or RTPA)
  - State Agency
  - Tribal Government
  - Nongovernmental Organization

# SHSP Overview

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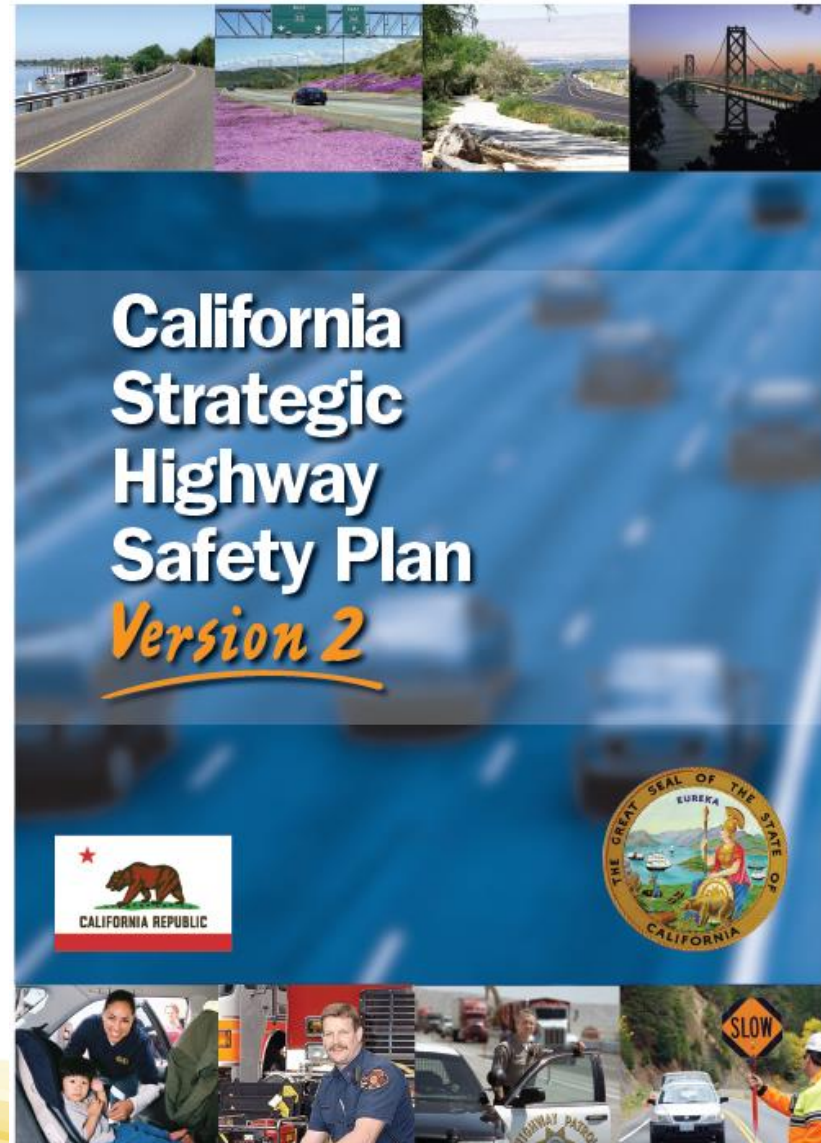
- » Federally required Statewide plan to improve traffic safety on all public roads
- » Comprehensive framework for reducing traffic fatalities and serious injuries
- » Component of Federal Highway Safety Improvement Program (HSIP)
  - Guides state HSIP investment decisions
- » Data-driven
- » Coordinated with other safety plans

# Safety Program Coordination



# CA SHSP

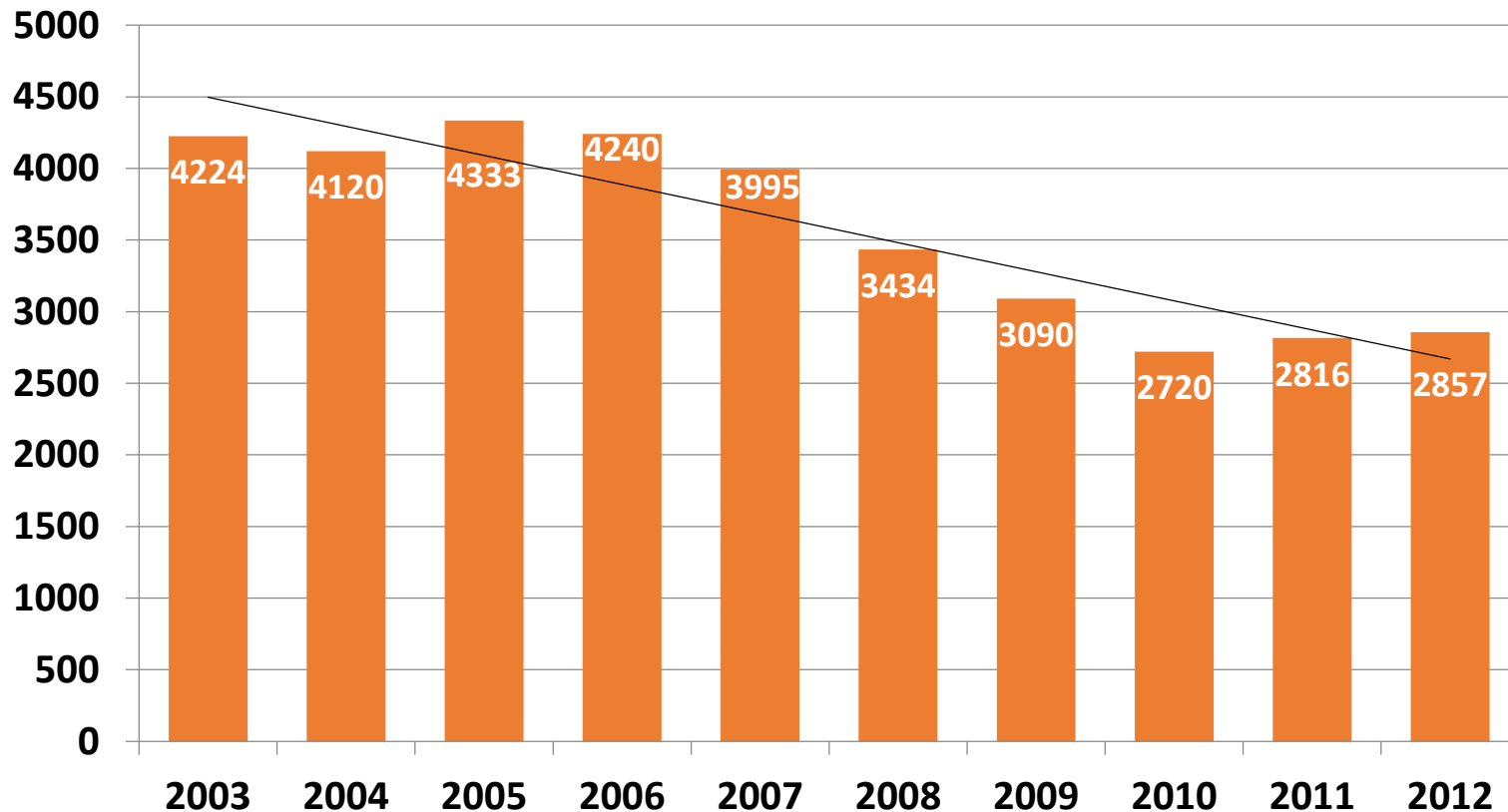
- » Developed in 2006
- » Implementation involved a wide range of safety partners





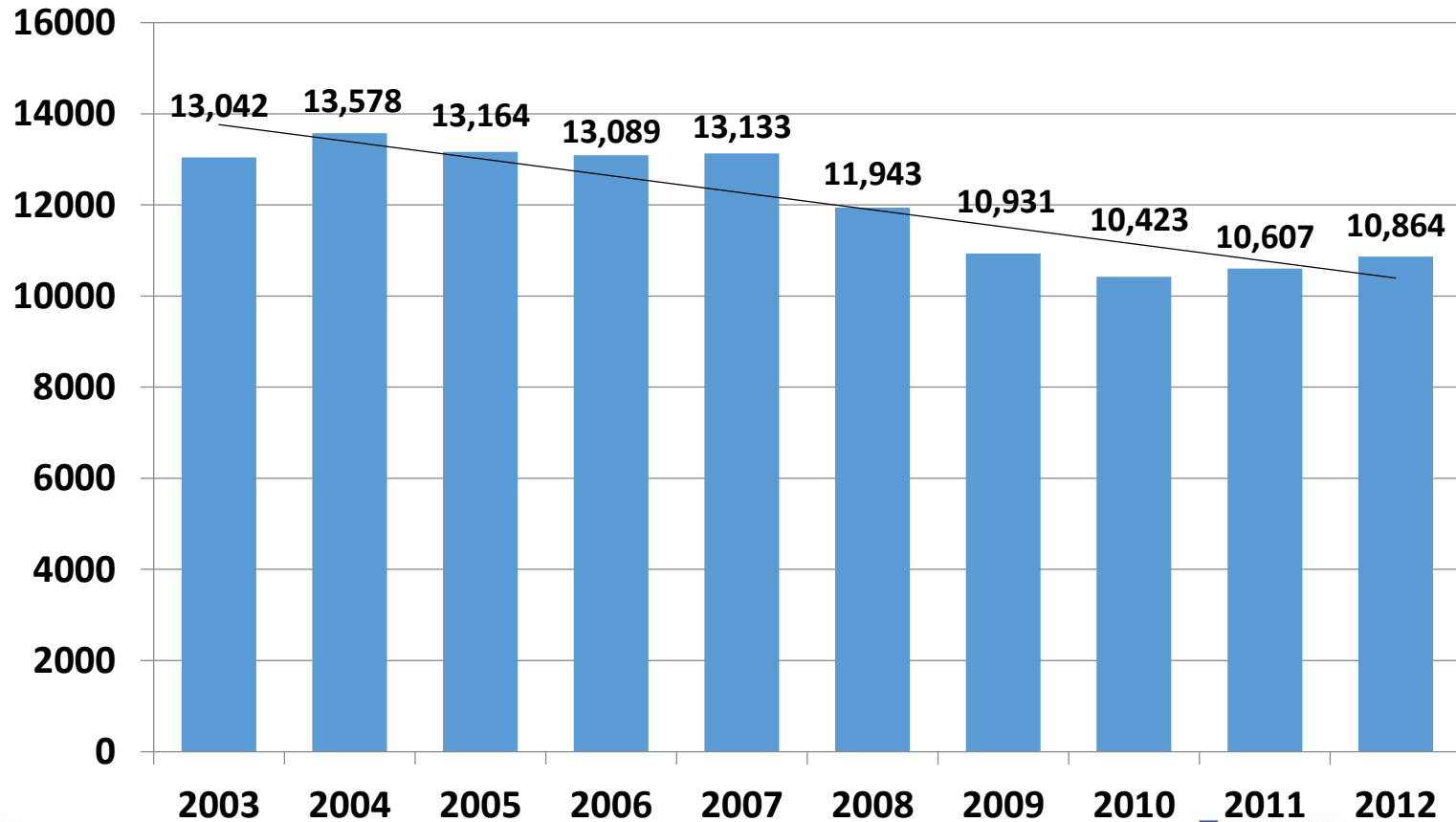
# California Fatality Trend

Annual Fatalities, 2003-2012



# California Severe Injury Trend

Annual Severe Injuries, 2003-2012



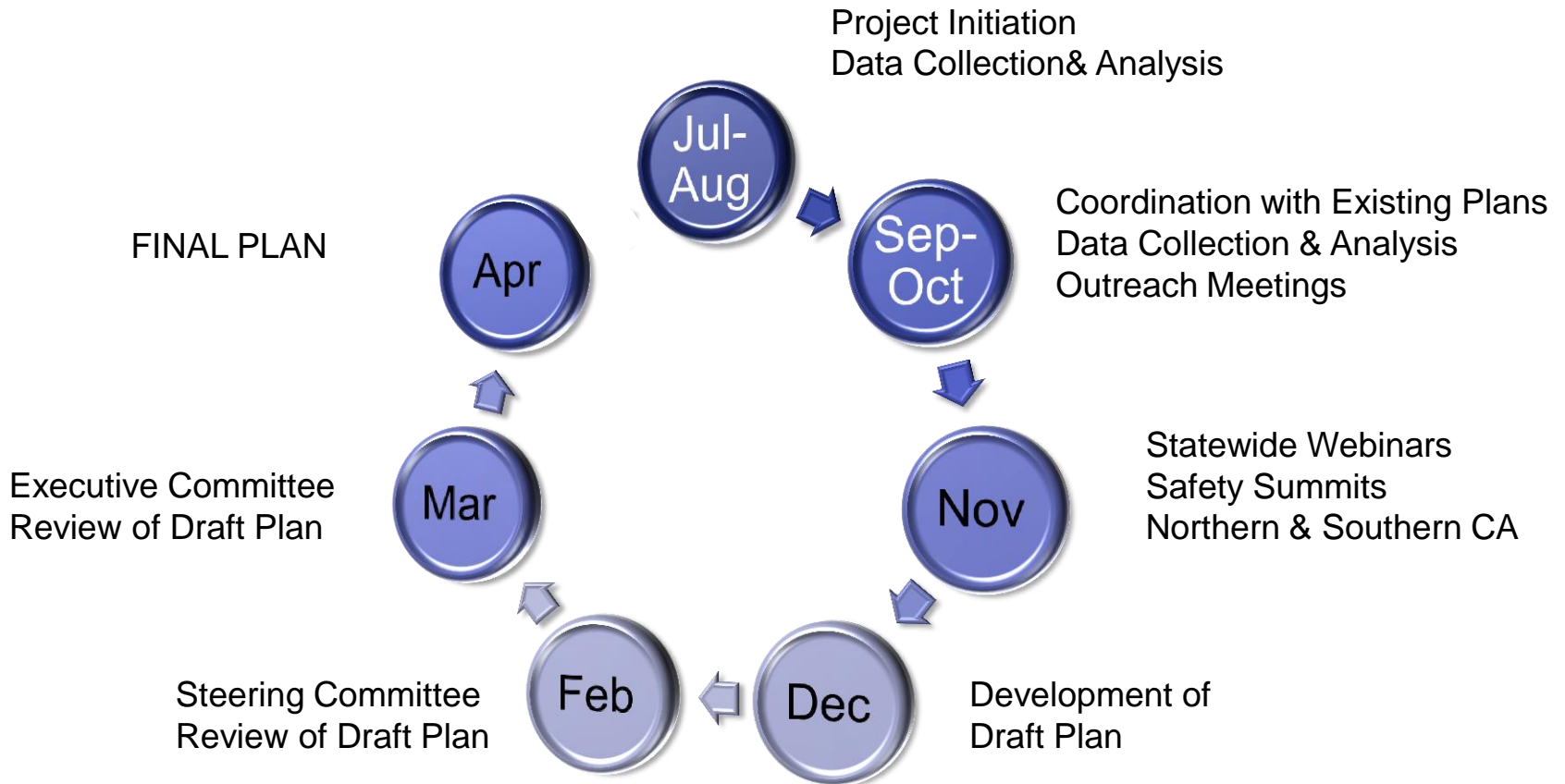
# Polling Question #2

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Have you been involved in the SHSP Previously?

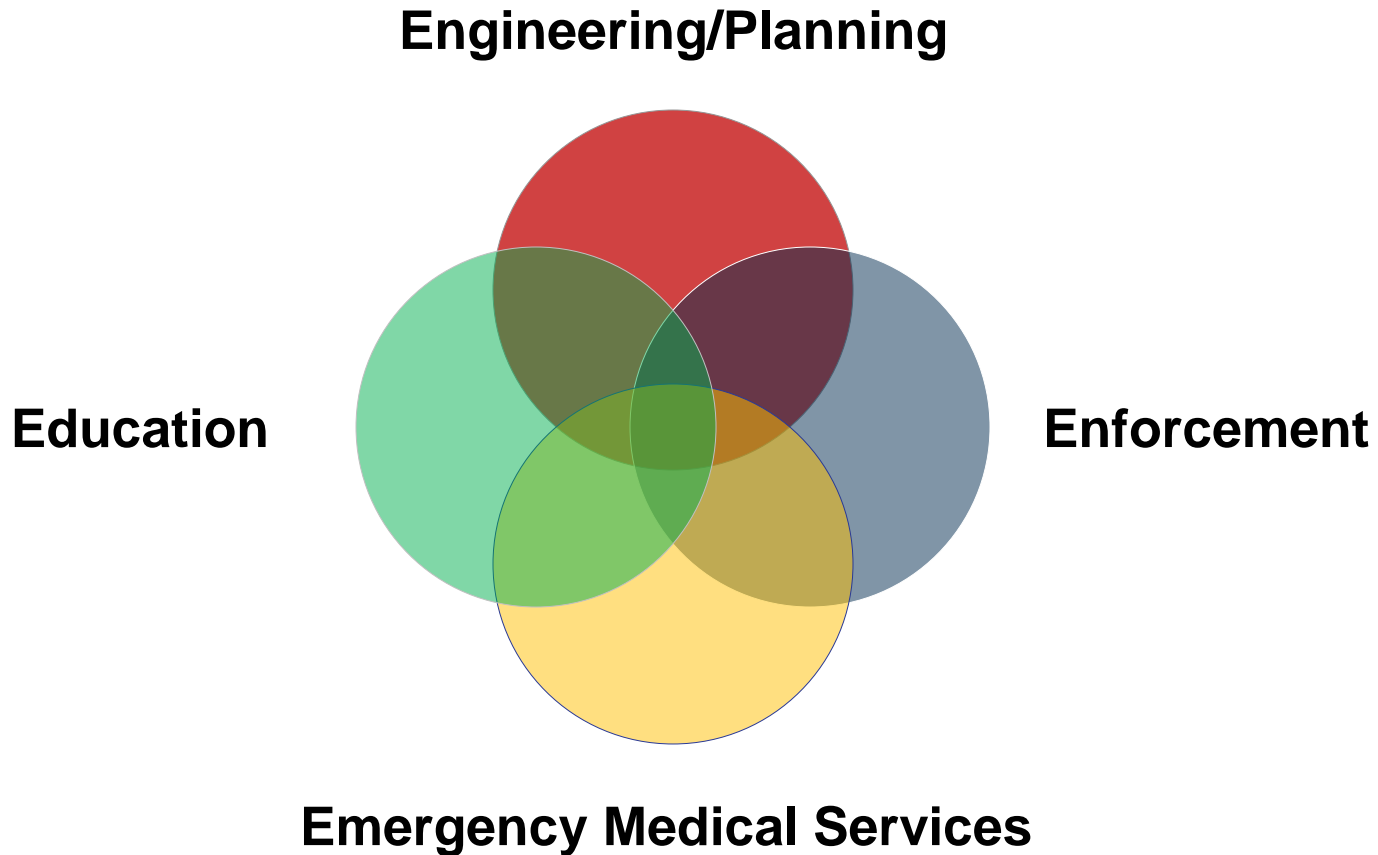
- » Yes, heavily involved
- » Yes, somewhat involved
- » No
- » I don't know

# SHSP Update Process Schedule





# The 4E's of Safety



# Polling Question #3

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» What is your organization's primary focus or interest?  
(select one)

- Emergency Response
- Engineering/Planning
- Education
- Enforcement
- Other

# Challenge Areas

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- » Reduce Impaired Driving
- » Reduce Leaving the Roadway and Head-on Collisions
- » Ensure Drivers are Licensed and Competent
- » Increase Use of Safety Belts and Child Safety Seats
- » Reduce Young Driver Fatalities
- » Improve Commercial Vehicle Safety
- » Improve Motorcycle Safety
- » Improve Bicycling Safety
- » Improve Roadway Access, Conflicts and Movements
- » Make Walking and Street Crossing Safer
- » Improve Safety for Older Roadway Users
- » Reduce Speeding and Aggressive Driving
- » Enhance Work Zone Safety
- » Improve Post Crash Survivability
- » Reduce Distracted Driving

# Elements of Strategic Planning

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- » Vision – The inspiration and framework for the plan
- » Mission – A formal, short, written statement on the purpose
- » Goal – The reason for the plan
- » Objectives – The change that will be accomplished
- » Performance Measures – How to determine whether the change takes place
- » Strategies – How the objective will be achieved
- » Action Plans – The steps to implement the strategy



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# Goals for the Webinar

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- » Review data to understand nature and extent of the problem
  - Identify traffic safety problems in your community
- » Provide input on what should be included in the updated plan to address defined safety problems
  - Determine strategies to reduce the number of fatalities and severe injuries on California roadways.

# Strategy/Action Step Example

Reduce the likelihood of vehicles leaving the travel lane(s) at high crash and risk locations by improving the roadway, the roadside, and traffic control devices.

*Expand installation and maintenance of centerline, edge line, and shoulder rumble strips.*

*Upgrade and improve shoulders where possible, maintain shoulders to reduce debris and edge drop-offs, and use beveled pavement edges, particularly on higher speed roadways.*

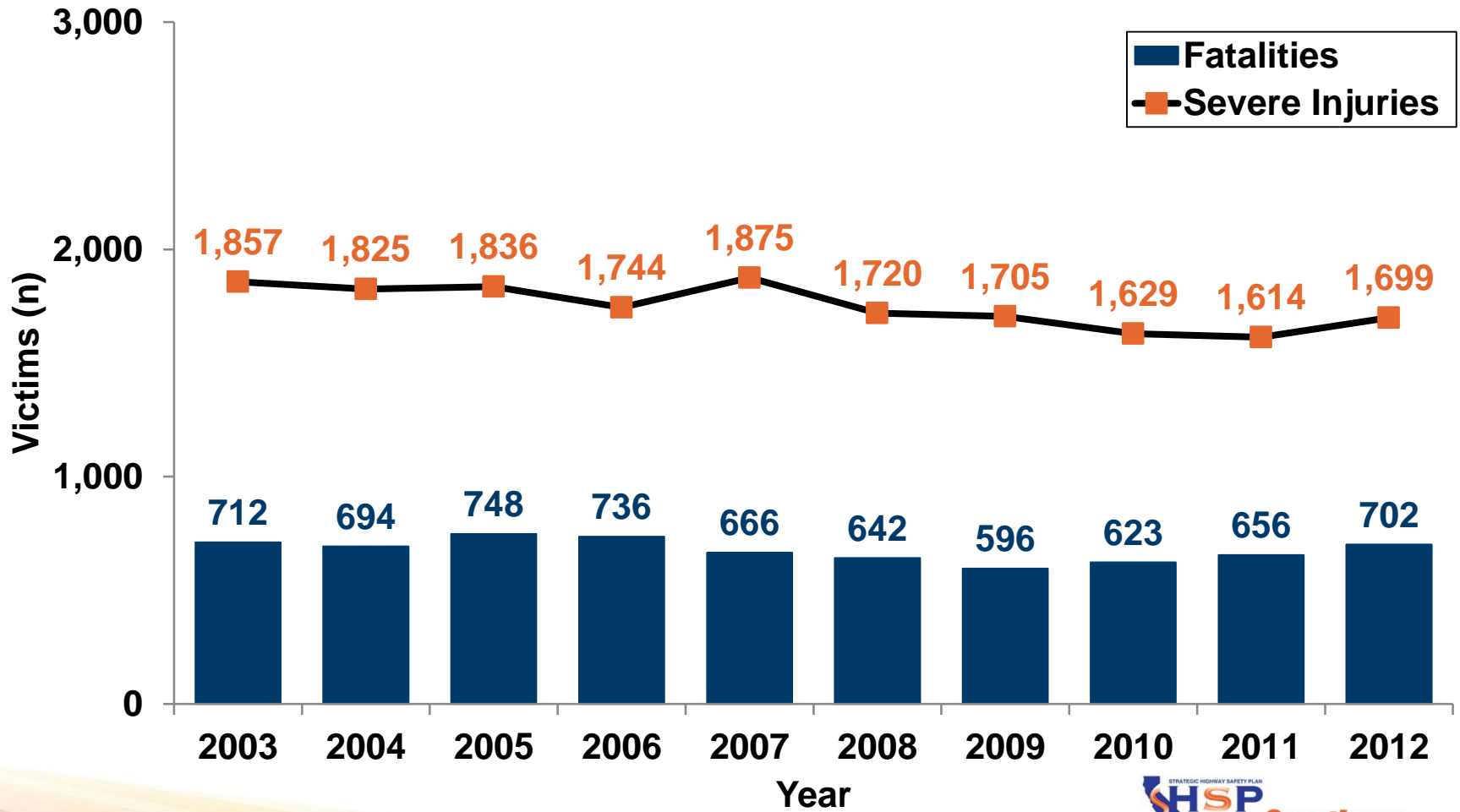
# Vulnerable Road Users Definition

- » Pedestrians
- » Bicyclists
- » Motorized Wheel Chairs



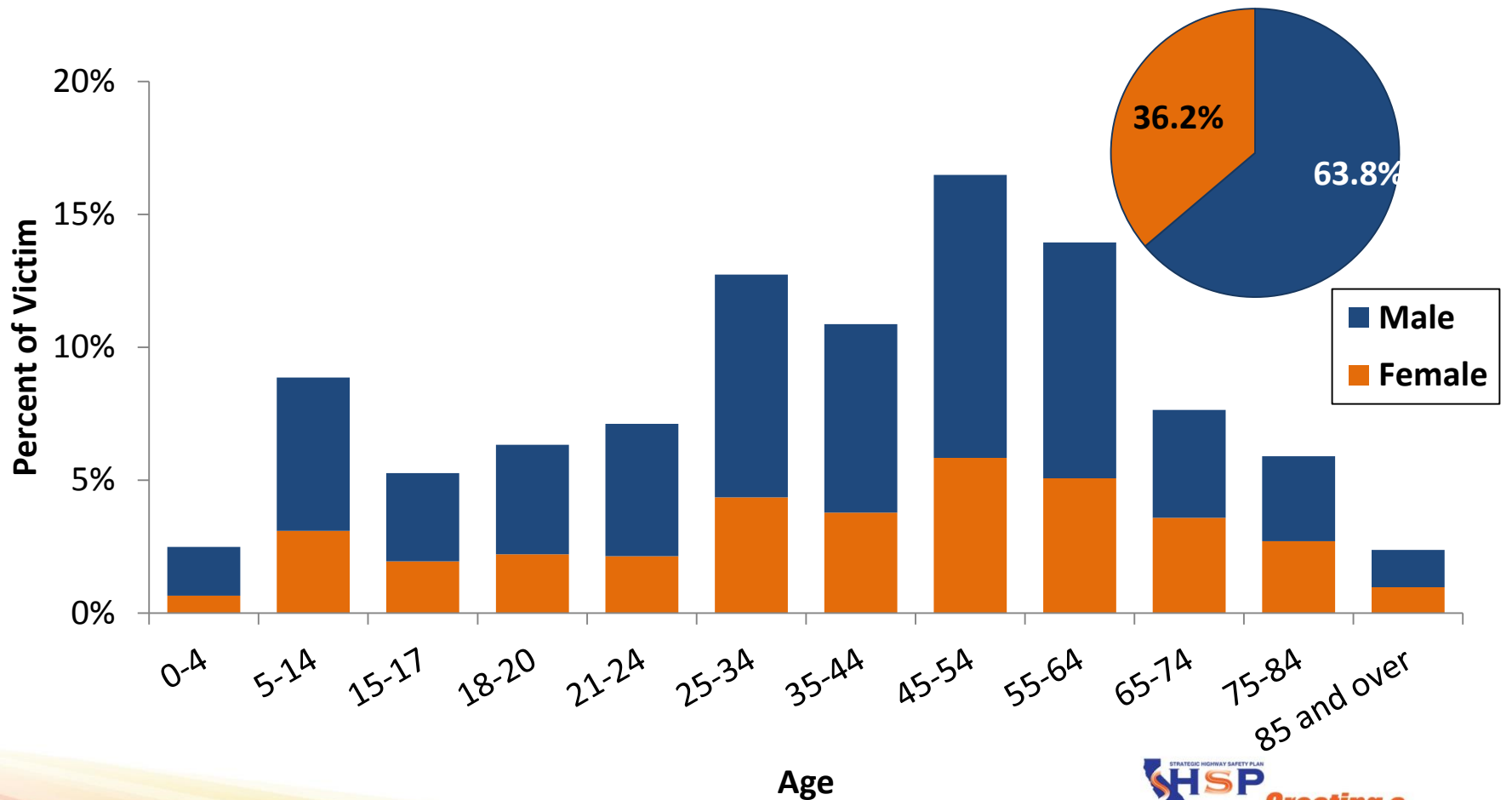


# Pedestrians: Fatal and Severe Injury Trends



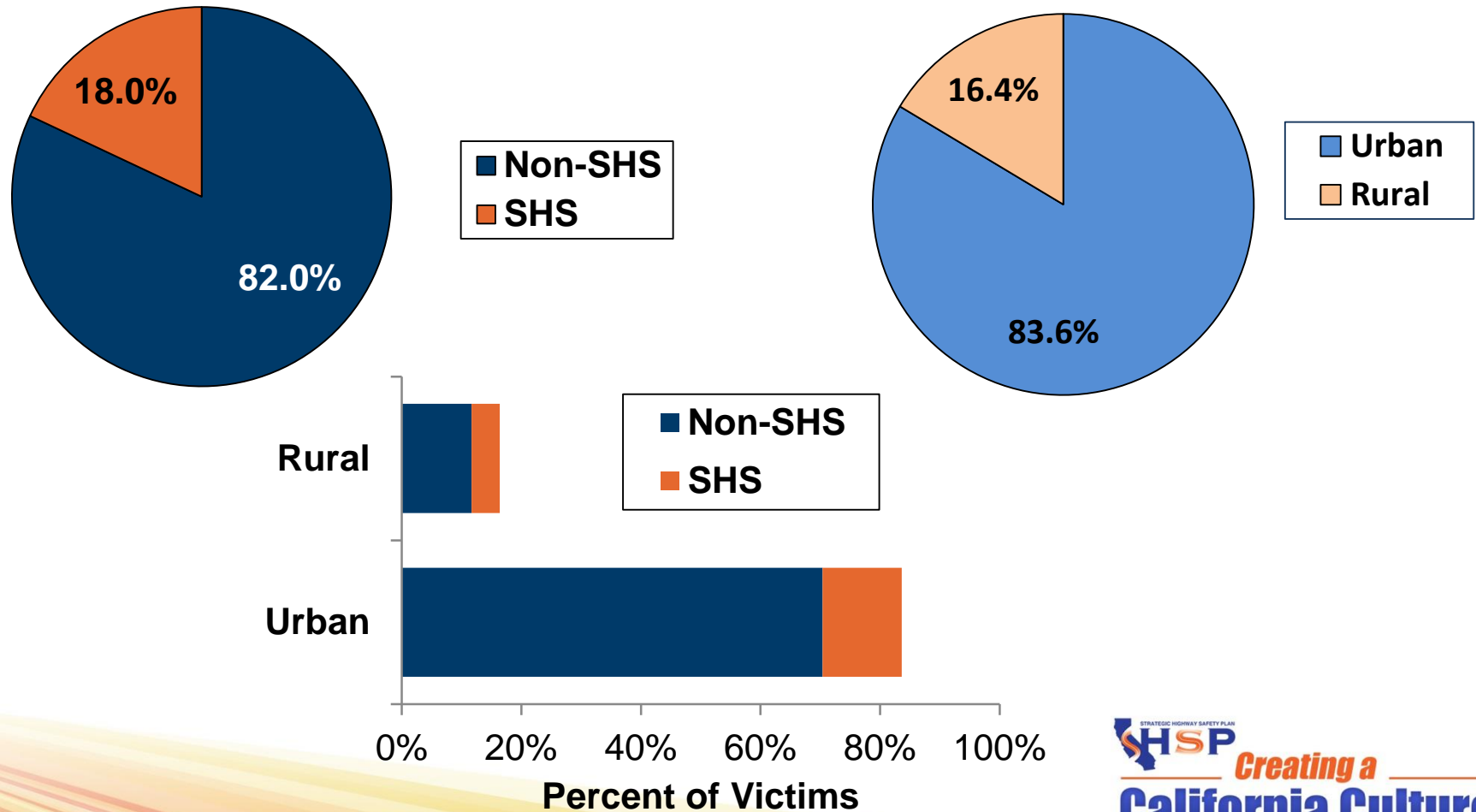
Source: SWITRS, 2003-2012

# Pedestrians: Fatal & Severe Injury By Gender and Age



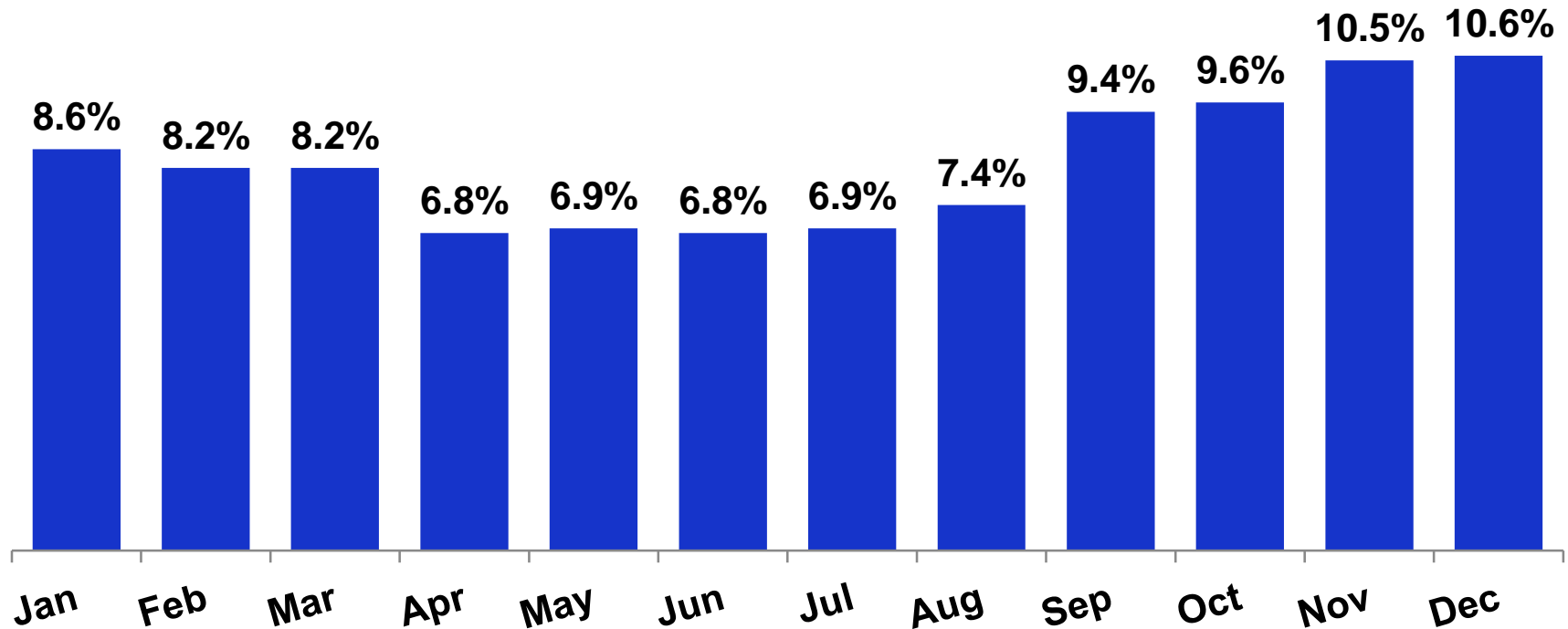
Source: SWITRS, 2010-2012

# Pedestrians: Fatal & Severe Injury By Location



Source: SWITRS, 2010-2012

# Pedestrians: Fatal & Severe Injury By Month



Source: SWITRS, 2010-2012

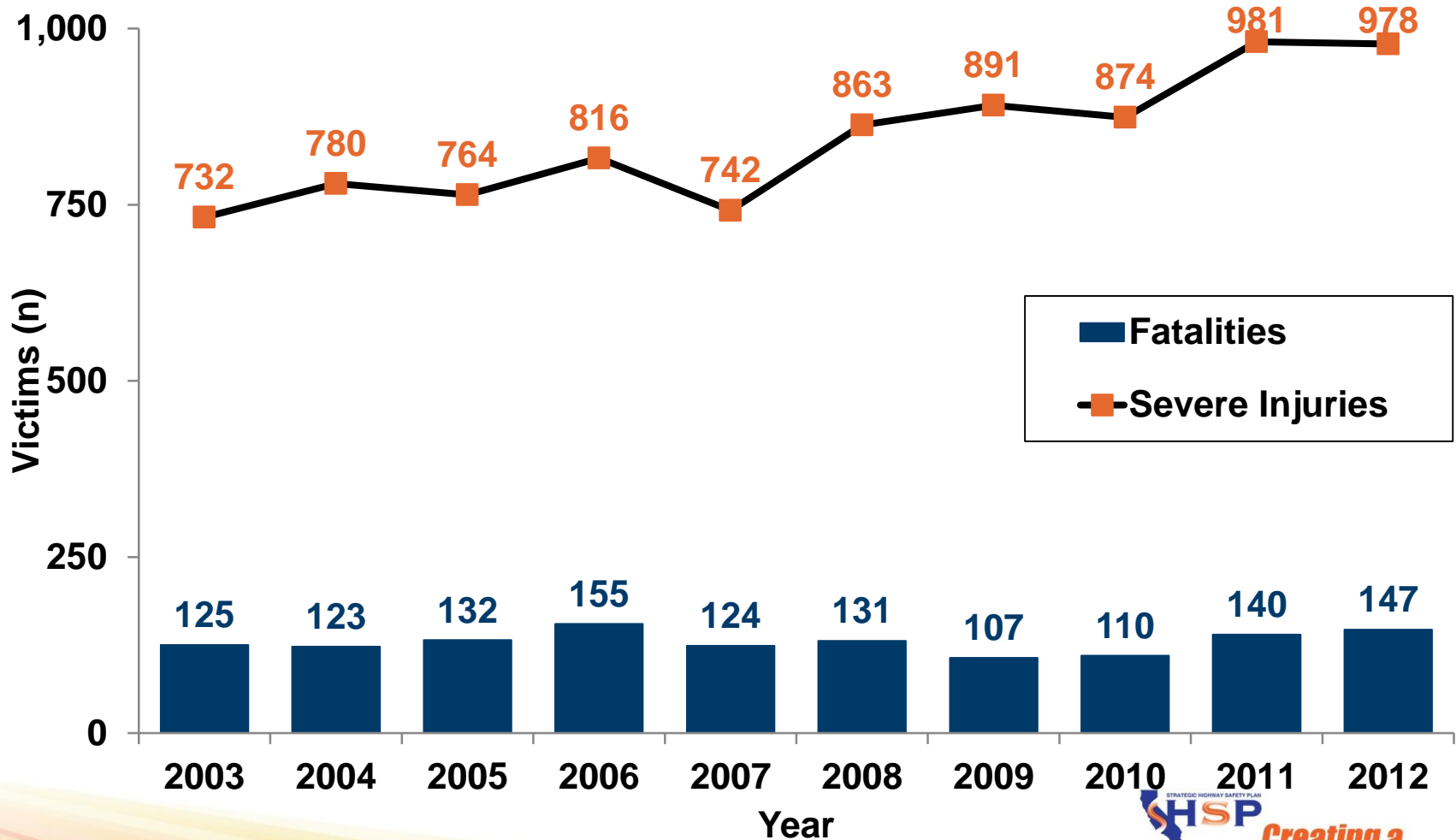


# Pedestrians: Fatal & Severe Injury By Time of Day and Day of Week

Time of Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Midnight-3AM	44	43	45	42	70	154	228
3-6AM	52	51	42	41	49	67	82
6-9AM	112	134	151	131	116	58	32
9AM-Noon	73	68	76	79	56	78	47
Noon-3PM	87	92	115	92	108	85	68
3-6PM	151	165	175	175	183	125	137
6-9PM	240	265	247	250	307	278	258
9PM-Midnight	127	120	116	127	208	241	160

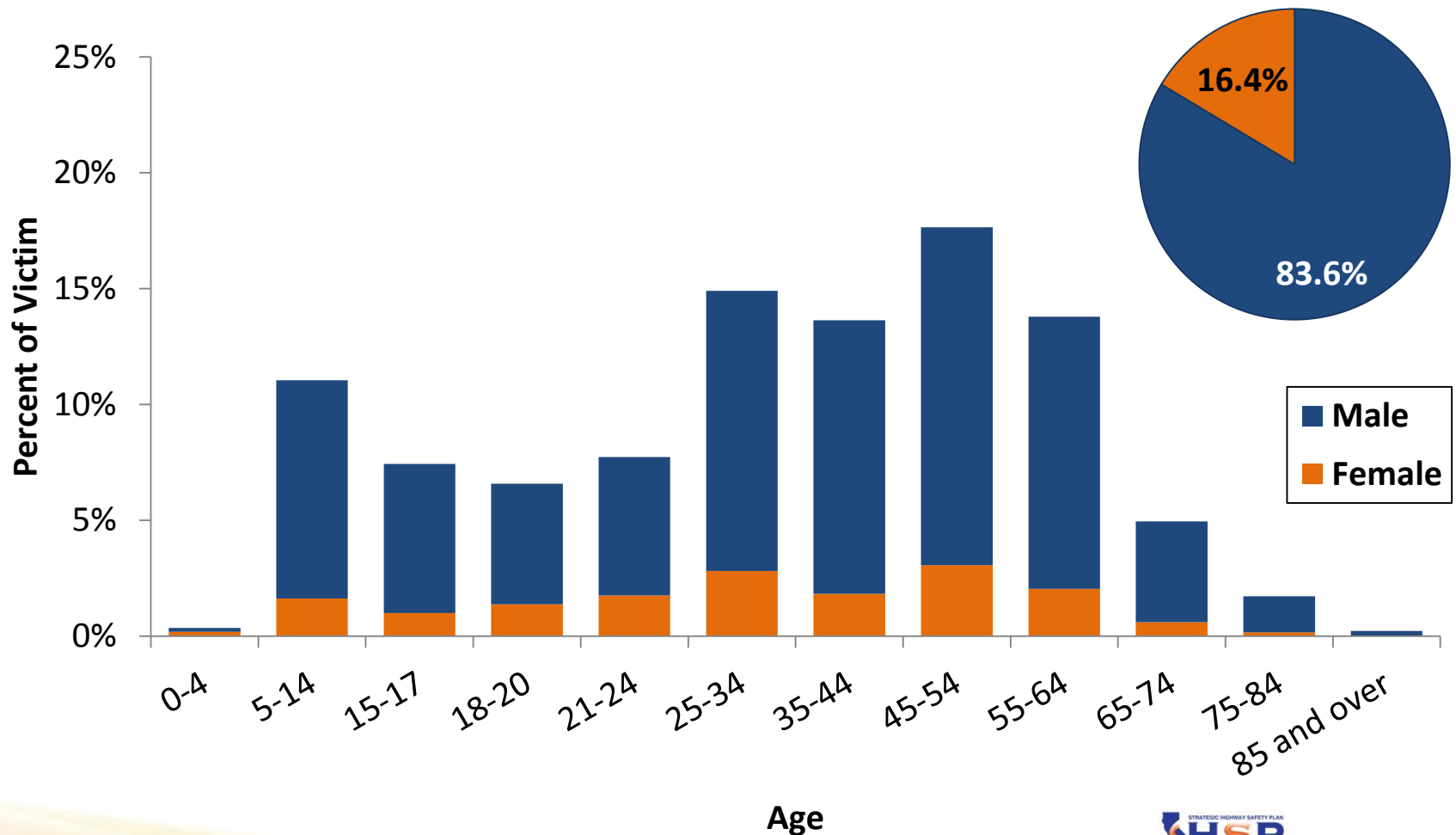
# Bicyclists: Trends

## Fatal and Severe Injury



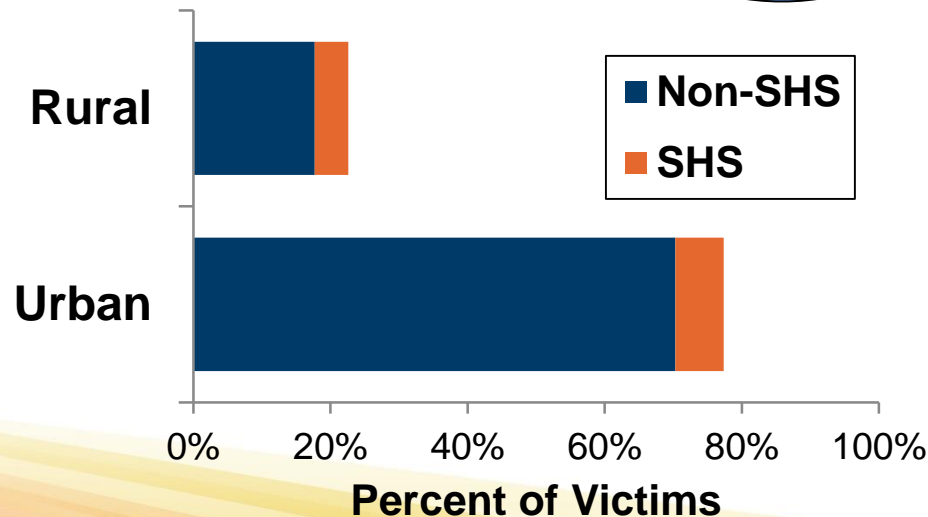
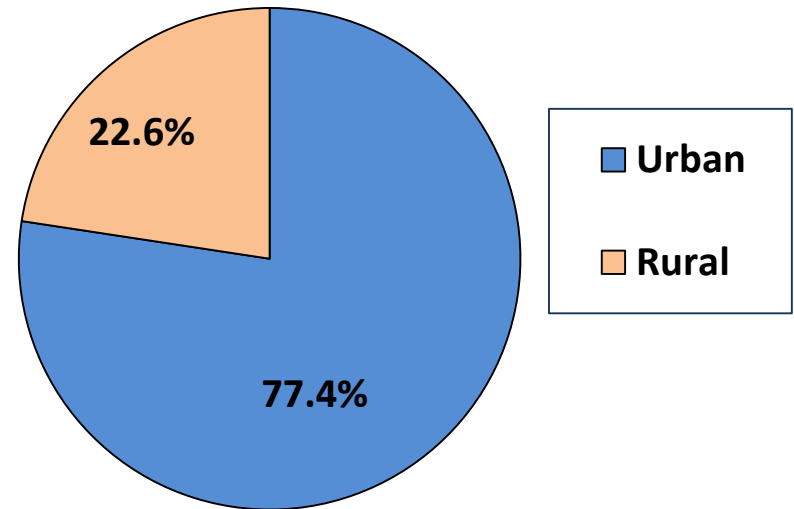
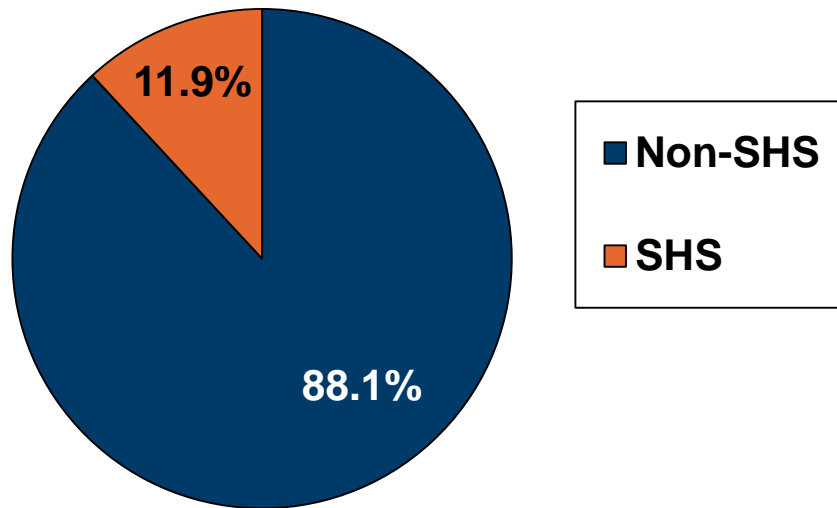
Source: SWITRS, 2003-2012

# Bicyclists: Fatal & Severe Injury By Gender and Age



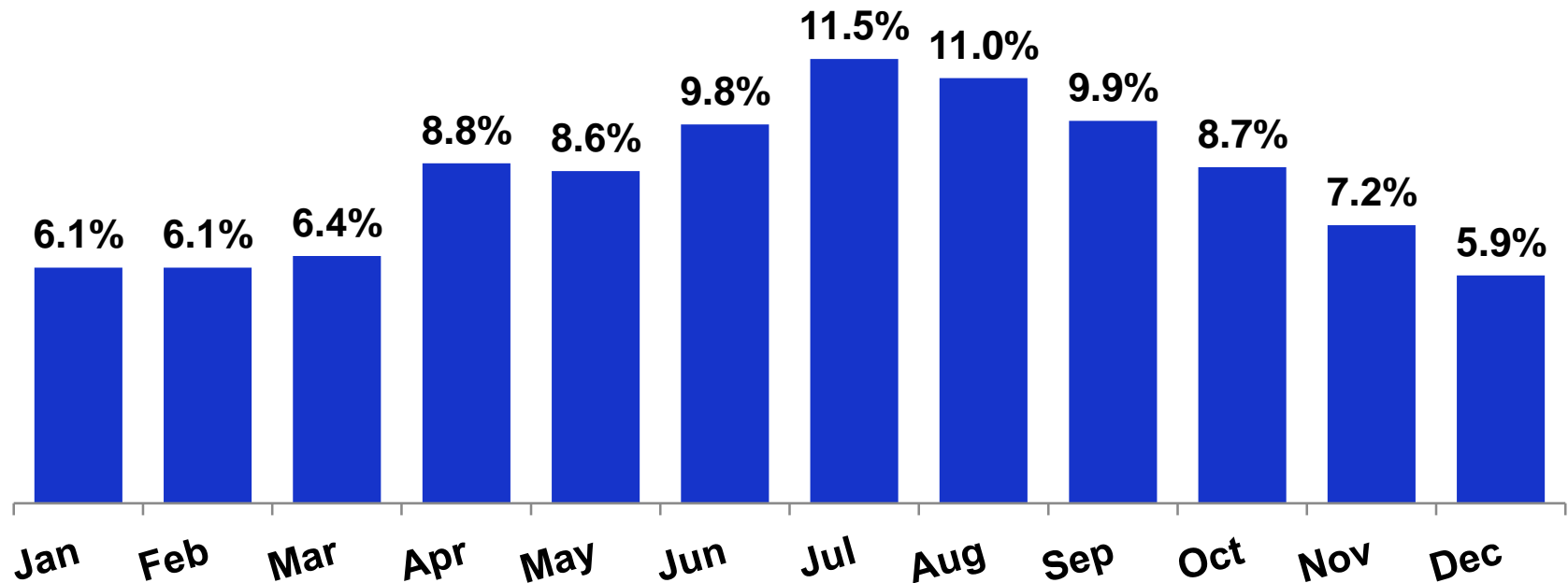
Source: SWITRS, 2010-2012

# Bicyclists: Fatal & Severe Injury By Location



Source: SWITRS, 2010-2012

# Bicyclists: Fatal & Severe Injury By Month



Source: SWITRS, 2010-2012



# Bicyclists: Fatal & Severe Injury By Time of Day and Day of Week

Time of Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Midnight-3AM	15	9	11	10	14	25	24
3-6AM	7	8	7	4	10	4	9
6-9AM	54	54	53	60	65	42	18
9AM-Noon	46	39	55	49	47	137	79
Noon-3PM	84	64	74	68	77	93	93
3-6PM	117	120	111	124	112	101	76
6-9PM	109	97	96	98	114	85	85
9PM-Midnight	23	27	43	34	64	50	36

# Participant Input

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- » What safety issues are you facing in your community for pedestrians and bicyclists?
- » What ideas are working in your area to improve safety for pedestrians and bicyclists?
- » What can make a difference in increasing safety for these users?
- » What barriers exist to successfully addressing safety problems?
- » What suggestions do you have for the SHSP Leadership to address these users?

# Webinar Schedule

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## » October 28, 2014

- Tribal Safety
- Focus Populations (young drivers, older drivers, commercial drivers, motorcyclists)

## » October 29, 2014

- Driver Behavior (impaired driving, seat belts, speeding, distracted driving)
- Infrastructure & Operations (roadway departures, intersections, work zones)

## » October 30, 2014

- Vulnerable Road Users (pedestrians, bicyclists)
- Emergency Medical Services (EMS)

# Safety Summits

## » Southern California

- November 12, 2014
- 8:00 am to 1:00 pm
- Cal State - Los Angeles,  
Golden Eagle Student Union

## » Northern California

- November 14, 2014
- 8:00 am to 1:00 pm
- Cal State - Sacramento,  
University Union



Register at:

<http://www.dot.ca.gov/hq/traffops/shsp>

**DEADLINE TO REGISTER:**

**NOVEMBER 5, 2014**

# Next Steps

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» Visit the SHSP Website at

<http://www.dot.ca.gov/hq/traffops/shsp/>

- Provide comments on the SHSP Update
- Sign up to participate in the Summits
- Sign up to participate on Challenge Area teams

**For more information, contact:**  
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